

**MONTANA IS COUNTING ON YOU!**



<https://www.census.gov/2020census>

# Presentation Outline

- Message One: Why a complete count of Montana residents matters for voting districts and school districts
- Message Two: Why a complete count of Montana residents matters financially
- Message Three: Why a complete count of Montana residents matters for planning
- Conclusion: What can you do?



## Message 1

Why a complete count of  
Montana matters to elections and  
school districts

# U.S. Constitution Article 1 Section 2

The need to provide data for political representation, as prescribed by the Constitution, **remains the primary purpose** for conducting the decennial census of population.

- The standard for congressional districts is quite strict, with equal population required "as nearly as is practicable."
- State and local legislative districts have a bit more flexibility; they have to be substantially equal in population.
- Ahead of the 1980 Census and subsequently, the Bureau has done substantial work to establish census enumeration area boundaries that coincide with voting districts.

# School Districts

Census population figures are used to draw school district boundaries and determine funding allocations for many education programs.





## Message 2

A Complete Census Count is  
about Montana Getting Our Fair  
Share of Funding



The Census Bureau estimates that more than **\$4 trillion** over the decade in federal funding is allocated based on state decennial population counts – that equates to approximately \$12,000 over the ten years for every US resident.

Montana receives about \$10 billion in federal dollars annually.



140 Federal Grant and Direct Assistance Programs use Census population and/or income data in eligibility criteria or funding formulae.

Categories of federal domestic assistance programs that use census statistics to distribute funds include grants, direct loans, loan guarantees and insurance, and direct payments

**Federal dollars flow to states that best count residents in the Decennial Census**



# When Everyone Isn't Counted Either The Programs Get Less or Montana Taxpayers Pay the Difference



(Example of Funding Allocation)

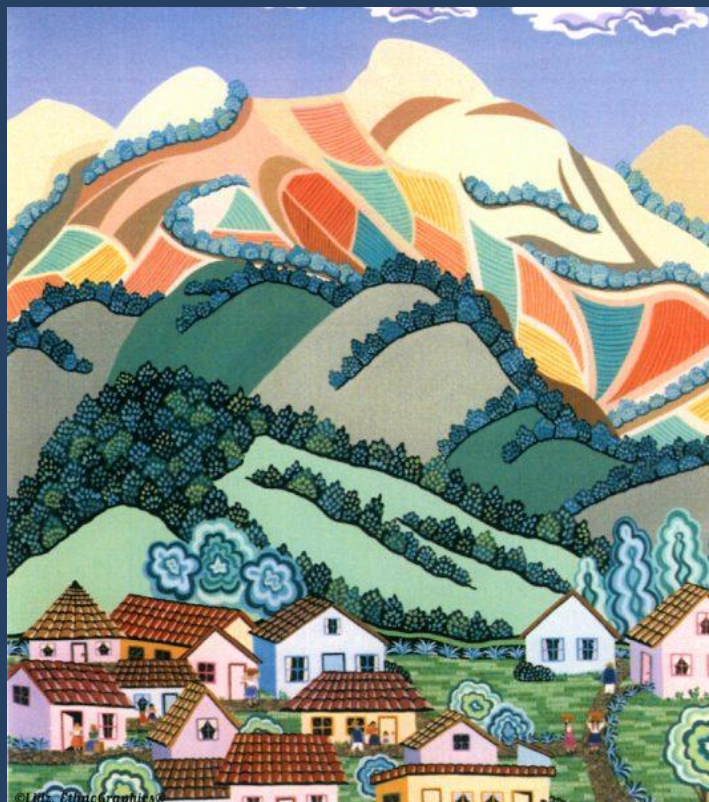
Child Care Mandatory and Matching Funds of the Child Care and Development Fund - ACF/93.596

“Eligible states are allocated matching funds based upon the number of children under age 13 in a state compared with the national total of children under the age of 13.”



## Message 3

A complete count of Montana residents is the basis of good decisions



Data about changes in our communities are crucial to many planning decisions, such as where to build new roads and schools or where to locate job training centers.

# BASIS FOR MAKING GOOD DECISIONS

Private, nonprofit, and government organizations use Census data to help inform business decisions and spur growth.

Funding for vital services – as determined by the Census – can make a positive impact on the lives of employees, their families and their communities. These services can include:

- Health: hospitals, health centers and community health programs,
- Education: schools, job training, English-language learning programs,
- Transportation: roads, bridges, public transportation, and
- Other support: child care and senior centers, cultural programs

**The Decennial Census numbers serve as the basis for annual population estimates at the State and county levels.**

**That means when we miss the count, the estimates start from the wrong base...and stay wrong for 9 years.**



The estimated 14,390 folks living in Montana that were missed in 2000 represents more population than 122 of the 129 cities reported at that time.

The first 59 cities and towns – from ISMAY to BELT – tracked for Census data collection together are less in population than the 14,390 missed. We basically didn't count anyone within the cities of Glendive and Havre combined.



# We Think Good Promotion Matters

- In 2009, Commerce had a complete Count Committee of over 110 individuals that promoted the Census. Over 100 events were held and over 400,000 pieces of promotion distributed
- In 2010, the net **OVER**count was estimated as 0.78% or 7,672 residents (source Pew Research Center) –a gain of an estimated \$23 million over this decade.
- In 2000, the Decennial Census undercount of Montana residents was estimated as 1.57% or 14,390 missed residents (source Price Waterhouse) at an estimated loss of **\$43.2 million** in funding
- In 1990, the Decennial Census undercount of Montana residents was estimated as 2.4% or 19,283 missed residents at an estimated loss of **\$45.5 million** in funding



# Elements of a Cost- Effective Census

1

Use the **Internet** to increase self-response.

2

Use **information people have already given the government** to answer Census questions and reduce follow-up workload.

3

**Automate operations** to increase productivity and reduce staff and offices.

4

**Update existing maps and addresses** to reflect changes rather than walking every block in every neighborhood in America.





## What you can do

- **Talk:** Promote discussion about the 2020 Census and emphasize the benefits of participation.
- **Be involved:** in Census geographic update programs for your community. Programs include: Boundary Annexation Survey (BAS), Census Designated Place, and the Census Voting District Project
- **Reassure:** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of non-disclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.
- **Be prepared:** Think about how you can support 2020 events and efforts in your community as we get nearer to April 1, 2020 Census Day.